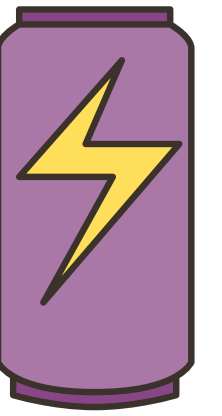




SSB and narratives of addiction among adults living in Flin Flon, North End and Island Lake



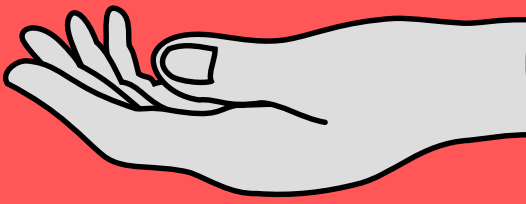
We conducted 74 interviews across Manitoba:

15 Flin Flon

20 North End, Winnipeg

39 Island Lake

PHYSICAL SYMPTOMS



Physical symptoms

"Yeah, so once I, um, started cutting out the drinks and, uh, all the other stuff that has sugar in it, I went through a detox and it was brutal. I was having like aches and pains all over my body." - North End

Loss of control

"Sometimes I feel like "uhh- I shouldn't be doing this" but I have to, just to keep something in hand at home for when you're ver- your sugar is running out or going low." - Island Lake

Tolerance

"But, I don't know, just you build up a tolerance to it right? Like now like If I go like two days without having an energy drink I, I can tell that I haven't had an energy drink right?" - Flin Flon

ADDICTION AND COPING



Comparison to other addictions

"Umm... I think its because there is sugar in the- the drinks and um sugar has the same effect on brain as cocaine. It's addictive. People think weed is a gateway drug. I say its food and the kinds of food that are available to you." - North End

Management of other addictions

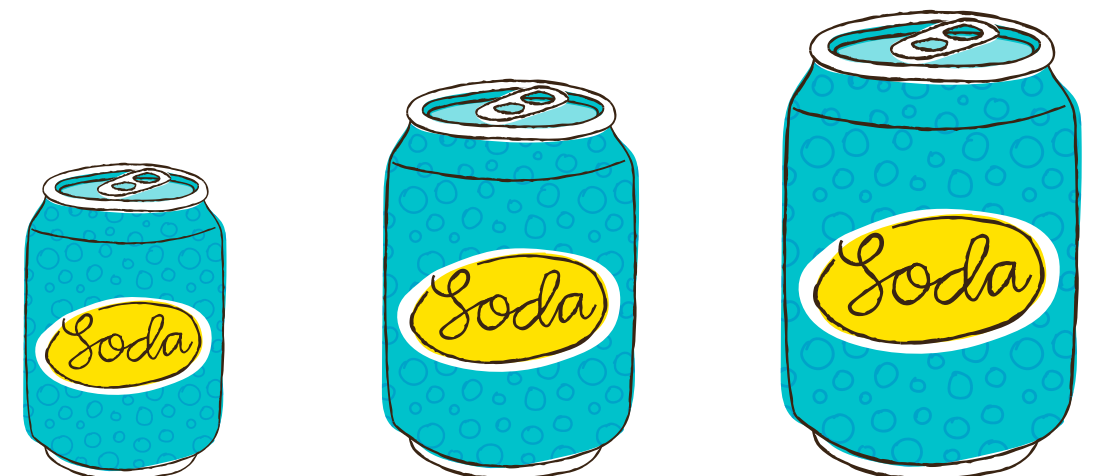
"yes so people use uh sugary beverages as a means of coping with no longer using whatever they were using before. Cause, at least then you get that sugar rush and you also get that sugar crash." - North End

Methods of coping with stressful situations

"Well, for me, I'll tell you something. When I was doing that emotional eating or drinking sugar drinks, it was like a comfort to my brain, like and to me, my feelings." - North End

REALIZATION FOR CHANGE

"Uhh for myself it's decreased. Like I said I was at two or three cans a day. No shame at all and um I just found I wasn't, I wasn't feeling good. And, I thought cut back on the pop and pick up some water (laughter), which helped tremendously in the way I feel. Especially throughout the day." - Flin Flon



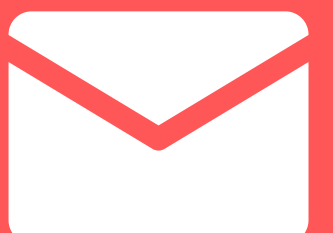
DRINKING ALONE

Interviewer: Okay. Where do you drink beverage with sugar?

Participant: Um usually (chuckles).. hiding in my room (chuckles)" - Island Lake



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PIKE-Net
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